Once in a Lifetime

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Managing Partner & Chief Investment Officer

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On Saturday night February 8th, I had the opportunity to attend David Byrne's sold out Broadway show, American Utopia. Described by New York Magazine as "Total, Buoyant Joy," the show features one of the former Talking Heads front man's best-known songs "Once in a Lifetime." To say the least, this now feels like a lifetime ago. The song presciently asks the question "and you may ask yourself; well how did I get here?"

The global COVID-19 Pandemic is truly a once in a lifetime event. I have experienced much in my 38-year investment career: the 1987 Crash, the first Iraq War, the late 90's Asian Crisis, the 2000 Tech Bubble bursting, 9/11, and the 2008/2009 Financial Crisis and Great Recession. We have not experienced anything like this. As Arne Sorenson, Marriott's intrepid CEO put it, "COVID-19 is like nothing we have ever seen before. For a company that is 92 years old, that has borne witness to the great depression, World War II and many other economic and global crises, that is saying something. But here are the facts, COVID-19 is having a more severe and sudden financial impact than 9/11 and the 2009 Financial Crisis combined."

As you recall, our focus is on finding attractive business models with strong cash flows, growing the earnings stream each year, and following a strict valuation discipline. Historically, while not immune from recessions, our portfolio companies have tended to exhibit recession resistant characteristics, and at least generated modest earnings growth relative to more traditionally cyclical profit streams away from us. And, we believe, our adherence to valuation has also reduced risks post exuberant market periods.

The COVID-19 crisis has largely not been about the quality of the business model or valuation. It's about today's earnings and cash flows. Ed Yardeni of Yardeni Research notes that, "In the past, U.S. recessions were led by downturns in manufacturing. This time, the recession is being led by the services economy as a result of shutdowns in industries." In other words, the issue we face is gauging the impact for our companies—most of them serving consumers globally--in a world where people simply stopped showing up.

To be sure, COVID-19 has hit our portfolio companies hard in both a direct and immediate fashion. There will also be indirect and lagged effects that permeate throughout the global economy and confront all companies, especially as more consumer facing companies slash capital expenditures, pull back on all discretionary spending, and sharply reduce inventory and working capital levels.

See pages 4-6 for important disclosures.

As you know, our methodology focuses on EPS (earnings per share) growth and the P/E (price/earnings) ratio. For now, and during this period of tumult, it has been very hard to reasonably assess what the E (earnings) may be, or what the P/E is. But for what it is worth, prior to the crisis unfolding, we had forecast low double-digit EPS growth in 2020. Our best guess currently is that earnings will be down 10%-20% this year. It could well be worse. For perspective, Ed Hyman of ISI now forecasts S&P EPS of $100 this year…down from a $164 last year, or roughly a 40% drop.

Free cash flow has always been vital to us, and our companies have historically exhibited high free cash flow conversion, approaching 100%. That is, for every $1.00 of net income, we have seen free cash flow of usually $0.90 or more after capital spending and working capital needs. Typically, this excess cash has gone to pay dividends, repurchase shares, or make close-in acquisitions. The challenge today is that the E (earnings component) of the free cash flow yield is under duress. To that end, we have seen companies move to draw down credit lines, stop repurchasing shares and even suspend dividends. While the latter was not what we had envisioned even a few weeks back, it makes prudent sense considering how the situation has evolved.

Stock prices have been enormously volatile in response to COVID-19. We have seen day to day fluctuations in given stock prices and the entire portfolio that we have not seen before. We do not profess to be experts on algorithmic or computerized trading; we are fundamental analysts at heart. Our view has always been that we will look to capitalize on swings—both good and bad—if our assessment of a company's future value differs from where stock prices currently trade. It does seem though that the bid for many stocks was overwhelmed, especially those within our portfolio with relatively smaller market capitalizations. This has added to the current downside pressure on the portfolio.

Active management remains at the core of our investment approach. We have moved to be responsive to changes in stock prices, adjustments to our views of future values along with current worth, and the need to rebalance the portfolio due to the extreme volatility cited above. As you know, we have always been willing to go against the grain—not for the sake of being contrarian—but often because we have found the best opportunities arise during times when transitory factors overshadow secular possibilities. And we have done so during this period as it relates to buying new names, adding and subtracting from existing holdings, and exiting positions needed to fund purchases.

As I said before, valuation metrics are tricky since it is hard to know where earnings settle. That said, based on our current numbers (a moving target), we believe that the P/E is roughly 18X-19X forward 12-month estimates. This is down from where we have been and is based on a notable contraction in forward 12-month estimates. We had forecast the forward P/E at about 22X more optimistic estimates at the start of the year.

Of course, we have seen a steep retreat in long-term bond yields. As a result, the earnings yield/bond yield ratio (EY/BY) is now off the charts with the earnings yield roughly 8X the bond yield. For perspective, this earnings yield stood at 2.4X the bond yield as the year began. I would not get carried away with this metric especially since there is so much play in the numbers. It will come down to at what level do earnings stabilize. This is a health issue rather than a monetary or fiscal issue. That said, both monetary and fiscal stimulus efforts are at unprecedented levels and could amplify any recovery post the health crisis.

See pages 4-6 for important disclosures.

I referenced earlier the David Byrne song, "Once in a Lifetime." One of the key stanzas in the song is the repeating of the same line… "same as it ever was, same as it ever was, same as it ever was." I once titled a report with that line; only this time, I don't think that is right. I don't think it will be the same as it ever was. The suddenness and depth of the crisis will lead to a range of different challenges. Nestle's CEO Marc Schneider warned employees: "Please get ready for the storm to hit—because hit it will." Some companies will go through near death experiences. And the reality is that unemployment will surge, and many independents and mom and pop operators will not survive.

The balance sheet now becomes the center of attention. Companies, broadly, were prodded to take on debt, and many away from us went overboard, especially with interest rates so low. It is likely that we will go through a time with much more conservative balance sheets. Capital spending is likely to be subdued. Technology and software projects—an increasing part of spending plans—will be prioritized and in some cases delayed. "Nice to have" will have to wait. Initiatives to move into new markets may well be curtailed. Buying back stock will probably move out of vogue—building cash balances will be this year's charge.

Notwithstanding the enormous challenges facing our portfolio's earnings stream currently, we feel that next year's outlook will be less affected, and the long-term outlook even less so. The inherent cash flow characteristics of the businesses we own should once again kick in as revenue comes back. While pressures exist, we feel balance sheets overall are solid and a long-term advantage. We expect many will emerge stronger, especially relative to weaker competition, and many competitors may go out of business.

Andrew Cuomo, New York's Governor, said it best: "This is a marathon, not a sprint." He said that as it relates to handling the current health crisis. In our minds, it is also true as it relates to your portfolios. This is a moment in time. The declines we have experienced reflect this moment in time. We are running the marathon—not the sprint—and are looking out at what given companies may look like not next month or next quarter but 12-18 months from now…even 3-5 years from now.

Thanks for your confidence in us. We know these are trying times and wish you and your families the best health and safety as we navigate this crisis. We appreciate your trust in us as we run this marathon on your behalf.

Sincerely,

Harry W. Segalas

HSMP Composite Performance as of 12/31/19

	YTD	1 Year	3 Years *Annualized*	5 Years *Annualized*	10 Years *Annualized*	*Since Inception 4/1/07 Annualized*	*Since Inception 4/1/07 Cumulative*
HSMP Composite (Net)	37.1%	37.1%	20.1%	13.7%	15.9%	12.5%	348.5%
S&P 500® Index	31.5%	31.5%	15.3%	11.7%	13.6%	8.9%	197.9%
Russell 1000® Growth Index	36.4%	36.4%	20.5%	14.6%	15.2%	11.2%	284.9%

Performance results are net-of-fees and include the reinvestment of dividends and other earnings. Past performance is not indicative of future results. Please refer to pages 4-6 for important performance and disclosures information.

See pages 4-6 for important disclosures.

GIPS Report

HS Management Partners, LLC

Concentrated Quality Growth Composite

Annual Disclosure Presentation

	Firm	Composite		Performance Results					3-Year Annualized Std Deviation		
				Composite							
Year End	Assets (millions)	Assets (USD) (millions)	Number of Accounts	Gross	Net	S&P 500®	Russell 1000® Growth	Composite Dispersion (Std Dev)	Composite Gross	S&P 500®	Russell 1000® Growth
2019	**3,566**	**3,478**	**280**	**38.12%**	**37.13%**	**31.49%**	**36.39%**	**1.13**	**11.29**	**11.93**	**13.07**
4Q-19	3,566	3,478	280	6.84%	6.63%	9.07%	10.62%	.07	11.29	11.93	13.07
3Q-19	3,377	3,260	263	5.24%	5.05%	1.70%	1.49%	.49	11.36	12.01	13.11
2Q-19	3,266	3,197	254	8.57%	8.38%	4.30%	4.64%	.12	11.38	12.02	13.21
1Q-19	3,234	3,173	257	13.15%	12.95%	13.65%	16.10%	.27	10.23	10.58	12.02
2018	3,145	2,967	259	-4.42%	-5.07%	-4.38%	-1.51%	.28	10.04	10.80	12.12
2017	4,028	3,840	236	33.87%	33.06%	21.83%	30.21%	.46	9.61	9.92	10.54
2016	3,446	3,269	199	6.92%	6.25%	11.96%	7.08%	.10	10.72	10.59	11.15
2015	3,143	3,014	176	3.94%	3.32%	1.38%	5.67%	.81	11.03	10.48	10.70
2014	3,295	3,193	148	13.06%	12.39%	13.69%	13.05%	.26	9.85	8.98	9.59
2013	2,392	2,298	136	31.76%	31.04%	32.39%	33.48%	.09	12.26	11.94	12.18
2012	1,622	1,616	94	28.86%	28.16%	16.00%	15.26%	.15	13.82	15.09	15.66
2011	884	880	72	5.55%	5.00%	2.11%	2.64%	.11	15.81	18.70	17.76
2010	531	528	46	17.13%	16.44%	15.06%	16.71%	.28	19.54	21.85	22.11
2009	292	290	32	35.91%	35.06%	26.46%	37.21%	.33			
2008**	172	152	27	(34.49%)	(34.80%)	(37.00%)	(38.44%)	N.A.			
2007*	-	6	5 or fewer	16.84%	16.08%	4.83%	10.51%	N.A.			

* Performance shown for 2007 is from April 1, 2007 through December 31, 2007.

** HS Management Partners, LLC charges its fees quarterly in arrears and therefore no significant fees were charged to client accounts in the first quarter of 2008. Had a modeled fee of 0.90% per annum been applied, the net of fee return for the first quarter of 2008 would be (10.82%).

N.A. - Information is not statistically meaningful due to an insufficient number of portfolios (5 or fewer) in the Composite for the entire year.

__The HS Management Partners Concentrated Quality Growth Composite__ includes all fully discretionary, actively managed, fee paying accounts which employ our style of investing in 20-25 quality growth businesses. These accounts must have a market value exceeding $500,000 at the time of initial inclusion in the Composite and have a market value exceeding $300,000 to maintain inclusion.

Accounts that have contributions/withdrawals of greater than 10% of their market value (at the time of the cash flow) shall be excluded from Composite membership. Accounts that are not actively managed according to the intended strategy are excluded at the end of the last full day in which they last met the inclusion criteria. Accounts are reinstated into the Composite on the first day after the account again meets our inclusion criteria. Prior to April 1, 2009, our inclusion and exclusion criteria were applied on a monthly basis, rather than daily. Additional information regarding the treatment of significant cash flows is available upon request. Also available upon request are policies for valuing portfolios, calculating performance, and preparing compliant presentations.

For benchmark purposes, the Composite is compared to the S&P 500® and Russell 1000® Growth indices, however, the Composite may contain securities not represented in either or both indices. The HS Management Partners Concentrated Quality Growth Composite was created January 1, 2008. Prior to January 1, 2008 the accounts in the Composite were non-fee paying individual accounts managed by Harry Segalas in accordance with HS Management Partners' investment policies, becoming HS Management Partners accounts in December 2007. Prior to July 1, 2011, the HS Management Partners Concentrated Quality Growth Composite was known as the HS Management Partners Concentrated Growth Composite.

The Composite Dispersion presented is an asset-weighted standard deviation calculated using gross performance results for accounts included within the Composite for the entire period.

HS Management Partners, LLC claims compliance with the Global Investment Performance Standards (GIPS®) and has prepared and presented this report in compliance with the GIPS® standards. HS Management Partners, LLC has been independently verified for the period January 1, 2008 through December 31, 2019. Verification assesses whether (1) the Firm has complied with all the composite construction requirements of the GIPS® standards on a firm-wide basis and (2) the Firm's policies and procedures are designed to calculate and present performance in compliance with the GIPS® standards. The Concentrated Quality Growth Composite has been examined for the period January 1, 2008 through December 31, 2019. The verification and performance examination reports are available upon request.

The performance track record from April 1, 2007 through December 31, 2007 has been examined by Ashland Partners & Company, LLP and is compliant with the portability requirements of the GIPS® standards. A copy of the verification report is available upon request.

HS Management Partners, LLC is an independent SEC registered investment advisor (SEC registration does not imply a certain level of skill or training). The Firm maintains a complete list and description of composites, which is available upon request. Results are based on fully discretionary accounts under management, including those accounts no longer with the Firm. Past performance is not indicative of future results.

The U.S. Dollar is the currency used to express performance. When international ordinary shares or ADRs are held in portfolios in the Composite, performance is shown net of foreign withholding taxes. Returns are presented gross and net of management fees and include the reinvestment of all income. Net of fee performance was calculated using actual management fees. Prior to January 1, 2008, a representative fee of 0.90% annually was applied to the individual accounts in the Composite managed by Harry Segalas. Additional information regarding the policies for calculating and reporting returns is available upon request. Policies governing compliance with the GIPS® Standards were followed in establishing HS Management Partners' performance record and the accounts to be included therein. In that regard, certain individual accounts managed by Harry Segalas were excluded from the Composite because of material differences in the management style of those accounts and HS Management Partners' investment policies. The GIPS® standards were applied retroactively for the purposes of computing 2007 performance, and are being applied prospectively in a consistent manner.

Investment advisory fees are charged as a percentage of on an account's assets under management. The annual fee schedule for accounts that are at least $10 million under management is as follows: 0.90% on first $25 million, 0.70% on next $25 million and 0.50% on the balance. Accounts below $10 million pay the greater of 1% or $10,000. Actual investment advisory fees may deviate from the above fee schedule at the Firm's sole discretion. Please refer to our Form ADV for more information related to our fees.

See pages 4-6 for important disclosures.

IMPORTANT DISCLOSURES

When we use *HSMP, HS Management Partners, or Firm*, we mean HS Management Partners, LLC. This piece is written from the perspective of our investment philosophy and strategy, Composite performance, and estimated outlook and metrics, and does not refer to any specific client account (client accounts can have higher or lower performance than that shown here or than our Composite). When we use Composite, we mean our HS Management Partners Concentrated Quality Growth Composite, and when we use the portfolio/our portfolio/your portfolio(s), we mean client portfolios in general from our Composite perspective (see below regarding differences between the Composite and client portfolios/accounts and differences between client portfolios/accounts themselves). Composite performance is presented net-of-fees (net of actual investment advisory fees and trading costs) and includes the reinvestment of dividends and other earnings. This piece represents our opinion as of 3/30/20 based on our understanding of market conditions and publicly available information. This piece has forward-looking statements that are by their nature uncertain and based on our assumptions (such as when we refer to possible/future/estimated earnings, cash flows, earnings-per-share (EPS), growth rates, price-earnings ratios (P/E), market conditions, or portfolio/client portfolio outlook); there is no assurance that forward-looking statements are accurate as actual results and future events can differ materially from our assumptions. While we believe that our investment strategy will produce desired returns, we do not guarantee that this will be the case, or that we can provide any margin of safety, any actual client experience, any profit or protection against loss whatsoever, or that we will achieve our investment objectives or be successful implementing our strategy. Investing in securities involves significant risks, including the risk of loss of the original amount invested. The following is a summary of some material risks, not all risks, applicable to our investment strategy and advisory business, listed alphabetically.

- Active Management Risk. Active management is key to our investment strategy, and we take an incremental trading approach. This increases trading, which in turn increases trading commissions and/or other transaction costs, fees and expenses that will reduce client returns/performance. Portfolio turnover can also result in short-term capital gains, which can reduce the after-tax return for taxable clients.
- Catastrophic Events, Civil Disturbances, Health Crises, Wars, Natural Disasters, Terrorist Attacks, Environmental Calamities, and Acts of God Risk. All these events can significantly disrupt not only the economy and market conditions, but also exchanges, trading, our vendors' services, the performance of the companies in which we invest and their competitors, and our ability to carry out our investment advisory business, as well as making our employees, vendors and market participants more susceptible to cyberattacks
- Concentration Risk. Our investment strategy involves a high concentration in certain market sectors, industries, geographic regions, and number of issuers. A concentrated portfolio is subject to greater risk of loss and market impact than a more diversified account.
- Consumer Discretionary, Consumer Staples and Technology Sectors Risk. Our discretionary client portfolios are concentrated in these sectors, which are highly sensitive to rising inflation, increased interest rates, pandemics, wars, and other events that impact consumer confidence and behavior. The consumer discretionary and the technology sectors are especially tied to the strength of the economy. Moreover, the technology industry is very sensitive to rapid and often unforeseeable innovation and product obsolescence.
- Cybersecurity and Other Technology Risk. We rely heavily on technology to perform our functions and also share sensitive, confidential information with client consultants, investment advisers and custodians, as well as with other third-party service providers such as broker-dealers, software providers, network administrators, and other parties we engage in the client service, operations, legal/compliance, marketing, and Firm accounting areas, among other. Thus, client and Firm sensitive, confidential data on our network or on the networks of third parties with whom we have shared data are vulnerable to inadvertent disclosure and nefarious cyberattacks aiming to expose or exploit the data.
- Equity Securities Risk. We invest in equity securities, which involves several risks. Their value can decrease, potentially dramatically, in response to many factors (including general economic conditions, inflation, changes in interest rates, fluctuations in foreign currencies, and national or international political, social, governmental, tax, legal, regulatory and economic events, as well as natural disasters, environmental calamities, terrorist attacks, wars, and health crises such as epidemics or pandemics) that can negatively impact the economy in general or a particular company's financial situation, result in poor performance of some companies in certain geographical regions or economic sectors or industries, and/or adversely affect the stock market in general or overall market sentiment. Even under favorable market and industry conditions, a company's performance can be negatively impacted by internal factors, such as poor execution by company management, a cybersecurity attack or data breach, and a change in the demand for its products or services.
- Foreign Security Risk. Our discretionary client portfolios generally include foreign companies. Investing in foreign companies exposes clients to political, social, economic, legal and currency factors or other issues relevant to the corresponding foreign countries or regions.
- General Economic and Market Conditions Risk. The success of our Firm and the companies in which we invest will be affected by general economic and market conditions, such as inflation, interest rate fluctuations, a recession, the availability of credit, economic uncertainty, changes in laws, supply chain issues, labor shortages, trade barriers, currency exchange controls, energy and commodity prices, national and international political circumstances, natural disasters such as environmental calamities, and regional, national and global health crises.
- Credit Risk. Financial intermediaries and security issuers can experience adverse economic consequences, including impaired credit ratings, default, and bankruptcy or insolvency. All of which can cause adverse events, such as trading disruptions and credit events that can impair or erase a client's investment.
- Legal, Tax, and Regulatory Risk. We are a registered investment adviser regulated by the SEC. As a regulated entity, changes in laws or regulations can impact our ability to operate our business. In addition, legal, tax and regulatory developments can adversely affect the companies in which we invest or the regulatory or tax treatment of client gains.
- Liquidity Risk. In times of turbulent or uncertain market conditions liquidity risk for our client portfolio increases as there can be fewer market participants, or no market participant, willing to pay a stock price that is not deeply discounted from the price we paid when we invested in the stock, or willing to pay a stock price that we deem reasonable for the securities we own.
- Low Cash Balances Risk. Our investment strategy generally involves maintaining very low levels of cash (including cash equivalents selected by the client or the client's custodian) in client accounts, meaning client accounts are typically nearly fully invested. Therefore, client portfolios will likely be more impacted by market fluctuations than portfolios that are less invested and keep more cash available. In addition, client withdrawals of cash from an account will most likely require the sale of securities which can be at a time when prices are not favorable.
- Market Capitalization Risk. Although we typically invest in large capitalization companies, we have demonstrated a willingness to go down the capitalization scale. When moving down the capitalization scale, stock liquidity risk can significantly increase as the market for the stock can shrink and the stock price can decline, particularly in turbulent markets. In addition, small and mid-capitalization companies tend to be more volatile or vulnerable to adverse company specific or general economic conditions than large capitalization companies.
- Material Non-public Information Risk. There can be instances where we receive non-public information, voluntarily or involuntarily. In such cases, we will act in accordance with our policies and procedures relating to insider trading and determine whether the information constitutes material non-public information or is likely or possible to be considered so with the benefit of hindsight.
- Reliance on Key Personnel Risk. Our CIO and sole Portfolio Manager is considered a key person with respect to our investment strategy. Although other experienced Firm-partner members of the investment team can make investment decisions, the unforeseen absence of our CIO can impair our ability to successfully implement our investment strategy.

See pages 4-6 for important disclosures.

Refer to our Firm Brochure (at www.hsmanage.com/documents/ or upon request at 212-888-0060) for material risks applicable to our strategy and information regarding our Firm. The information in this piece is solely for illustration/discussion, has not been tailored to any particular recipient, is subject to change without notice, should not be construed as a recommendation to buy or sell any particular security, and should not be used as basis for making investment decisions.

HSMP claims compliance with the Global Investment Performance Standards (GIPS®). HS Management Partners, LLC is an independent SEC registered investment adviser (SEC registration does not imply any certain level of skill or training). The HS Management Partners Concentrated Quality Growth Composite includes all fully discretionary, actively managed, investment advisory fee-paying accounts (even if they pay zero trading commissions), which employ our style of investing in 20-25 quality growth businesses and have a market value exceeding $500,000 at the time of inclusion, and exceeding $300,000 to maintain inclusion, in the Composite. The U.S. Dollar is the currency used to express performance. For more information or for a copy of our fully compliant GIPS® Report and/or list of composite descriptions, please contact us at 212-888-0060.

Composite performance is presented net-of-fees (net of actual investment advisory fees and trading costs). Performance includes the reinvestment of dividends and other earnings. The performance shown should not be taken as an indication of how the Composite or a client account will perform in the future. Past performance is not indicative of and does not guarantee future results. Composite results reflect accounts managed at another entity: prior to January 1, 2008, the accounts in the Composite were non-fee paying (non-investment-advisory fee-paying) individual accounts managed by Harry Segalas in accordance with HSMP's investment policies, becoming HSMP's accounts in December 2007. The Composite is compared to the Russell 1000® Growth Index (R1000G) and the S&P 500® Index (S&P 500) as benchmarks for market context. The R1000G is an unmanaged index that measures the performance of those Russell 1000® Index companies (largest 1,000 U.S. companies based on market capitalization) with higher price-to-book ratios and higher forecasted growth values. The S&P 500 is an unmanaged market capitalization-weighted index designed to measure performance of the broad domestic economy through changes in the aggregate market value of 500 stocks representing all major industries. There are meaningful differences between the Composite and each index that should be considered when comparing performance, such as in terms of composition, concentration and volatility (e.g., the Composite contains securities not represented in either index and is much more concentrated than either index in terms of companies and sectors; the average market capitalization of companies in the Composite will likely differ from that of either index; and market or economic conditions can affect positively/negatively the Composite's performance but not the indices to the same extent). In addition, neither index bears fees and expenses and investors cannot invest directly in either of them. Furthermore, we do not seek to mimic any market index in our investment approach and do not maintain limits on industry or sector weightings.

Although most discretionary client accounts are included in the Composite and dispersion is typically low over time, not all client accounts are in the Composite, and even for those in the Composite, there can be dispersion, particularly for small client accounts and also when viewed over narrow time periods. Small accounts generally experience higher dispersion from our Composite than large accounts primarily because they do not participate in trading, allocations, and aggregations to the same extent as large accounts given their size and that actual participation in trade orders depends, among other factors, on cash available in an account and on our imposed per-order share minimums, which typically range anywhere from 5 to 100 shares depending on the stock price. Also, while the investment merits of a given security drive our investment decisions, we take into consideration the tax status of an account or group of accounts in certain instances when practicable (that being said, we are not a tax-efficient focused adviser and do not provide tax advice, and clients should consult with their own separate tax advisors in this regard). In sum, client account holdings and performance can deviate from our Composite and/or from other client accounts (even within the same group and even different accounts of the same client), and also from the representative portfolio, for several reasons, such as: client restrictions, account type and size, timing and market conditions at an account's inception and contributions/withdrawals, timing and terms of trades, actual client investment advisory fees (or the lack thereof), and client directed brokerage/commission recapture instructions. Furthermore, under our sole investment strategy (HSMP Concentrated Quality Growth Equity strategy) we provide investment advice on a discretionary basis (we make all the investment decisions and trade the accounts) and also on a non-discretionary basis in the form of model portfolios for use in multimanager products (we do not make the final investment decisions nor trade the accounts); therefore, certain information here (including holdings, performance, Composite, and investment strategy implementation) is not applicable to model portfolio clients as we have no control and do not monitor the implementation (complete, partial or not at all) of model portfolios, and the performance of model portfolio clients is not attributable to us.

The price-earnings (P/E) ratio, earnings yield, free cash flow yield, and earnings yield/bond yield are weighted averages of the Composite holdings and are based on our estimates on a 12-month forward projected basis as of the indicated reporting date (our estimates can be inaccurate; actual results and future events can differ, even materially, from our assumptions). The earnings yield/bond yield is based on the 10-year bond yield as of the indicated period. The dividend yield is a weighted average of the Composite holdings based on the most recently announced company gross dividend (annualized) divided by the last stock price as of the indicated reporting date.

In response to the current coronavirus (COVID-19) global pandemic and in an effort to protect the safety and well-being of our team and the continuity of our critical business operations, our employees are working remotely and we suspended business travel and replaced in-person meetings with conference calls and video chats. We have tested our capacity to operate remotely and members of our team have worked from home in the past, and as of this moment, we believe we can perform critical services (making investment decisions, trading and settlement, and communicating with clients about the status of their accounts), assuming that current conditions do not worsen dramatically over the next few days, that our team and close family members do not fall ill infected with COVID-19, that there are no significant disruptions to our key service providers, and that our team continues to have internet connectivity and phone access from home. Although our business continuity / disaster recovery plan aims to mitigate the impact of natural disasters or catastrophic events by maintaining critical business functions, while keeping the safety of our employees first, no plan can guarantee the continuity of our operations in the presence of these events. In particular, given the rapidly evolving situation and the unknown impact of COVID-19, we cannot predict with certainty its effect to our business and client portfolios.

We typically build a concentrated portfolio with a hard cap on company names and with an aim to keeping clients' capital nearly fully invested. Our investment advice is limited to domestic and foreign equity securities of publicly traded companies. Client accounts generally hold 20-25 companies, although in certain circumstances they may hold more or less names. We do not maintain limits on industry or sector weightings, and while we do limit portfolio positions by company, clients' portfolios are likely to be significantly concentrated by sector, industry and/or geography, among other factors (client accounts can typically have over 50% exposure to the consumer discretionary, consumer staples and/or technology sectors). Cash is not a major component of our investment strategy, and we tend to keep client accounts almost fully invested with less than 1% residual cash position after a trading day. Our portfolio has typically been invested in what are generally considered more established, large cap names (over traditionally growth companies and mid-small cap companies).

This document includes general information and has not been tailored for any specific recipient or recipients. Accordingly, the information in this document is not intended to cause HSMP to become a fiduciary within the meaning of Section 3(21)(A)(ii) of the Employee Retirement Income Security Act of 1974, as amended, or Section 4975(e)(3)(B) of the Internal Revenue Code of 1986, as amended.

See pages 4-6 for important disclosures.